

John's

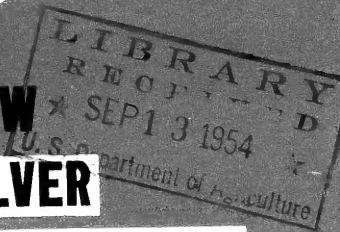
APOPKA
FLORIDA

**NEW
SILVER**

**ANNIVERSARY
ATTRACTIONS**

Indoor

FOLIAGE PLANTS



Philodendrons



WAS \$6.95
NOW \$4.00

Widely-used family of decorative plants. New varieties make the name **Philodendron** more popular every day. They are attractive display plants in your store and are very profitable sellers.

Extra Value!

P. JOHNSII—Our own NEW "erect-growing" variety at a **NEW LOW PRICE**. Symmetrical shape, new leaves grow from center making plant retain form. For individual pot or group planting.

3" container, 4-6 leaves, 8-12" tall **40c**
(In clay pot **45c**)

4" container, 5-7 leaves, 12-20" tall **\$1.00**
(In clay pot **\$1.05**)

P. CORDATUM—Nation's No. 1 seller

1 plant in 2 " container..... **9c**
(In clay pot **10c**)

3 PLANTS in 2½" container..... **18c**
(In clay pot **20c**)

4 PLANTS in 3" container..... **25c**
(In clay pot **29c**)



New!

P. SQUAMIFERUM

Distinctly different—This lowly-spreading beauty has unusual leaves and red, fuzzy stems. A perfect "show plant" alone.

3" container, 4-6 leaves
10-14" tall

(In Assortment Only)

P. HASTATUM

The glossiest, greenest leaf of all. Moderate growth, wants to vine up, "totem pole" or guide strings.

4" container,
3-5 leaves
10-18" tall

3" size slightly smaller
(In Assortment Only)

New!

P. WENDLANDII—

A "dwarf" variety, with erect nest-like growth. Individual pot, it is an attractive single specimen.

3" container, 6-10 leaves
10-12" tall

(In Assortment Only)

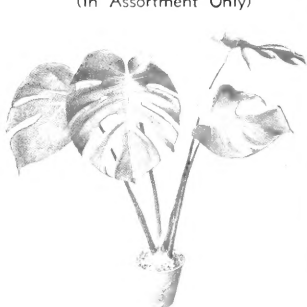


P. DUBIUM

The "wild-acting" member. Rapid, dubious growth with decided climbing qualities. Use with other large Philodendrons.

4" container,
3-5 leaves
10-18" tall

3" size slightly smaller
(In Assortment Only)



P. MONSTERA

Monstrous leaves, long stems. Slow growth makes excellent for permanent display, with other philodendron or plants.

4" container, 3-4 leaves
15-24" tall

(In Assortment Only)

P. PERTUSUM

The "cut-leaf" Philodendron. Eager, vining, growth best displayed on "totem pole."

4" container, 3-5 leaves
16-24" tall

3" size slightly smaller
(In Assortment Only)

"LARGE LEAF ASSORTMENT"

15 plants in 3 JOHNSII
4" container 3 MONSTERA
for 3 PERTUSUM
\$23.00
consists of 3 HASTATUM
3 DUBIUM

"NEW PLANT" ASSORTMENT

25 plants in 5 SQUAMIFERUM
3" container for 5 WENDLANDII
\$16.25
consists of 5 PERTUSUM
5 HASTATUM
5 DUBIUM

HOW TO GET BETTER SHIPMENTS

Let our 25 years of experience help you to take advantage of economies in shipping.

1

SIZE OF ORDER—You should take into consideration both... the number of plants and their weight when packed. There is a sliding scale up to 100 lbs. The most economical weight rate is 100 lbs. or more.

2

BEST QUANTITIES—Plants Wrapped in Wax Paper Best Shipped in Units of:

Box of 60.....(Approx. wt. 14-19 lbs.)
Box of 100.....(Approx. wt. 25-35 lbs.)
Box of 120.....(Approx. wt. 30-38 lbs.)

Plants Potted in Paper Containers Shipped ONLY in the Following Units But Varieties Can Be Assorted.

2 " containers 60 or 120 per box (15 or 28 lbs.)
2½" containers 50 or 75 per box (18 or 25 lbs.)
3 " containers 50 per box (wt. 28 lbs.)
4 " containers 25 per box (wt. 28 lbs.)

Plants In Clay Pots Shipped Only In the Following Units But Varieties May Be Assorted.

2 " Pots—50 per box—(Approx. 25 lbs.)
2½" Pots—40 per box—(Approx. 33 lbs.)
3 " Pots—25 per box—(Approx. 30 lbs.)
4 " Pots—12 per box—(Approx. 19 lbs.)

3

HOW SHIPPED—Your order will go by **Railway Express** unless you say otherwise. You pay the shipping charges when the plants arrive (called "EXPRESS COLLECT")

A. Most plants carry a 1st Class Express Rate.

B. You save 25% on the **2nd Class Express Rate**, which applies to the following plants in paper containers when ordered in separate quantities or in assorted quantities.

They are: **FERNS**—**SANSEVERIAS**—**PALMS**—**CHINESE EVERGREENS**—**DRACAENAS**—**PODOCARPUS**—**AZALEAS**—**GARDENIAS**—**CALADIUM** and **AMARYLLIS BULBS**.

4

TIME OF SHIPMENT—Your order is scheduled for immediate shipment unless you say otherwise. Our trucks **now** take your order to the main rail line for speedier delivery by 24 to 48 hours.

5

CLAIMS ON LOSSES—Everything is done to see that your order arrives in "best condition" including proper packing, handling and addressing. Examine it upon arrival and if damaged file claim immediately on **Express Form 679**.

6

TERMS OF SALE—Send your check or money order with your order and save the charges on a **C. O. D. shipment**. If you wish to open a charge account, send 3 trade references and allow 2 to 3 weeks to communicate.

"GREENHOUSE" STOCK—FOR GROWING ON—

This is started stock, ready to pot. Bench grown cuttings rooted in peat and shipped **bare rooted** (not in pot). You save on express and gain the "growth" profit.

NEPHTHYTIS

4-5 leaves..... **7c each**

PEREROMIA

4-5 leaves..... **7c each**

PHILODENDRON

4-5 leaves..... **7c each**

PROPAGATING VINE (for eyes)

PHILODENDRON—
\$15 per 1000 eyes

POTHOS—
\$20 per 1000 eyes

Limited Offer

A small quantity of the following "specimen" plants is available at the prices indicated:

PHILODENDRONS
(Paper Container Only)

P. Tripartitum 3" container .65
P. Tripartitum 4" container 1.00
P. Pitteri 3" container .65
P. Panduriforme 4" container 1.00

PALMS

(Paper Container Only)

Cocos Weddelliana 4" 1.00
Chamaedorea Elegans 4" 1.00
Chamaedorea Erumpens 3" .60

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P. Panduriforme 4" container 1.00

PALMS

(Paper Container Only)

Cocos Weddelliana.....4" 1.00
Chamaedorea Elegans.....4" 1.00
Chamaedorea Erumpens.....3" .60

Azaleas

We have an exceptional stock of Azaleas, for "Growing On" and for "Forcing."

These are strong, bushy plants, grown in scientifically prepared soil.

Anticipate your future needs and order from any of the following

KURUME varieties:

3" Container 25c
4" Container 45c

(Clay Pot 29c)
(Clay Pot 50c)



HEXE—Cerule Red

SNOW—Large White

MME. PERICAT—Light Pink

PINK PEARL—Deep Pink

SWEETHEART SUPREME—Pink

CHRISTMAS CHEER—Christmas Red

CORAL BELL—Shell Pink

SALMON BEAUTY—Large Salmon

HINODEGIRI—Brilliant Red

OUR ANNIVERSARY SPECIALS

These offerings are something new—something old, available for our SILVER ANNIVERSARY celebration. They will add variety and sales-punch to your offerings.

New PLANTS, LISTED BY US FOR THE FIRST TIME

PEPEROMIA LOUGENII—"Patented"—Dwarf variety with many small highly variegated leaves.
2 1/4" container 25c (clay pot 26c)

PEPEROMIA METALLICA—Red, fleshy stems, many small pointed leaves, copper red, with pale green stripe along each side of mid-rib. Unusual, with striking appearance.
2" container 15c (in clay pot 16c)

"GOLDEN EUONYMUS"—This is a miniature shrub, with many predominantly golden, variegated leaves on woody stems.
2" container 12c (in clay pot 14c)

ALUMINUM PLANT—(Pilea Cadiereri) The light green leaves, have a quilted appearance—looks as if it is aluminum.
2" container 20c (in clay pot 21c)



PEPEROMIA LOUGENII



PEPEROMIA METALLICA



"GOLDEN" EUONYMUS



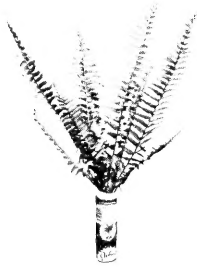
ALUMINUM PLANT

Ferns

These are "select" ferns, from the world's largest singly-owned fernery.

Back of them is 25 years of fern-growing experience.

They ship beautifully.



BOSTON COMPACTA



LACE TABLE FERN



TRUE BOSTON FERN



ASPARAGUS SPRENGERII



ASPARAGUS PLUMOSUS

BOSTON COMPACTA

The erect, sturdy, compact fern.

Ready to plant in 4" pot.....12c

TRUE BOSTON FERN

"A limited quantity" of this aristocratic old favorite. Ready to plant in 3" pot.....15c

Available From January Through May

ASPARAGUS PLUMOSUS—for 3" pot—9c

ASPARAGUS SPRENGERII—for 3" pot—9c

LACE TABLE FERN

Each pot is full of these delicate beauties, with golden-edged leaves. They are pot-grown, and best used as individual plantings

2 1/2" container 20c (in clay pot 22c)

Ferns are shipped with roots in sphagnum moss. Planting directions are on the waxpaper wrapper.

Dish Garden Plants

Small growth habits and highly individualistic appearance make these plants big sellers for use in DISH GARDENS and small PLANTERS.

An assortment is best, so that your customers can make varying combinations. All are very hardy, and do well together.



SISALANA



ARDISIA



DECEPENS



CACTUS



CRASSULA



SERRISA



MAKI



New!
NAGI

AGAVES

Sisalana — smooth edge; the "Century Plant"

2" container 9c

Decepens — rough spiny edge on leaf

2" container 9c

PODOCARPUS

"Japanese Shrubs," used in Juvenile stage.

Maki — Very dark green with light green new growth.

2" container 9c

3" container 20c

New Nagi

Hard, shiny curved leaves with light green new growth.

3" container 20c

CACTUS

(Cereus Peruvianus) Column-type growth 3-5" tall

2" container 9c

CRASSULA

(Aborescens) The "jade" plant. Small, bushy and well-shaped.

2 " container 9c

2½" container 18c

SERRISA

(Foetida) Variegated. Very dainty, woody plant.

2" container 9c

ARDISIA

Woody, compact growth, wavy-margined leaves.

2" container 9c

For 2" clay pots, add 1c per plant.

For 2½" clay pots, add 2c per plant.

For 3" clay pots, add 4c per plant.

All of these plants contain one plant per pot.

Sansevierias

The hardiest plants you sell—they thrive on neglect. No losses from sales or abuse. They grow slowly, are familiar to everyone and are fast-selling.



LAURENTII



HAHNII



ZEYLANICA

S. HAHNII—the pot grown, **PATENTED ROSETTE**. Each plant carries its "patent" stake.

2 " container 12c (clay pot 14c)

2½" container 20c (clay pot 22c)

S. LAURENTII—The "Gold-Banded" variety, perfect as the center plant in a planter or as background in a box. Field grown. Shipped with roots in sphagnum moss, wrapped in wax paper.

"The Special" 3-5 leaves, 12-20" tall 18c

"The Regular" 2-3 leaves, 12-18" tall 15c

"The Rosette" 3-5 leaves, 4-8" tall 15c

S. ZEYLANICA—The "Snake Plant" or "Mother-in-Law's Tongue." Dark green, silvery transverse variegation. Excellent color. Field grown. Shipped with roots in sphagnum moss, wrapped in wax paper.

3-4 leaves, 6-10" tall 9c